

Welcome

It will come as no surprise that since the start of the Covid pandemic, the charity sector has experienced a substantial growth in demand for their services alongside, for the majority, a significant reduction in income.

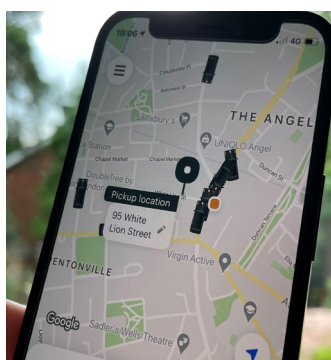
But some charities, including those supporting the homeless, were already facing increased demand for their services. Core homelessness – the most extreme homeless situations – rose from 120,000 people on a typical night in 2010, to 153,000 by 2017, and charities working with rough sleepers in England have warned that they anticipate this pre-crisis trend will continue.¹

In this edition, we speak to Janice Gunn, Director of Operations for Crisis, the UK's national homelessness charity, about the process changes they have made to the initial engagement with their members, which have successfully removed waiting lists in their London Skylight service.

1. www.probonoeconomics.com/november-15-20-covid-charity-tracker-survey-results

NEWSFLASH!

New York, US – July 2021
Ride-hailing app Gett review financial reporting processes ahead of stock market debut.



Improving the member journey at Crisis

Janice Gunn is the Director of Operations for Crisis, a charity that has at its heart the vision of ending homelessness: delivering client facing services that work with homeless people to prevent homelessness for good. The charity's services include providing 11 Skylight centres which offer advice, information and guidance, one-to-one coaching and support, well-being activities and courses for homeless people.



To enable our Skylight members to end their homelessness we need to make sure they have the best possible journey with us. This includes engaging with them in the right way from the beginning: making sure they have the right support all the way through and that their journey has a good ending.

“We have eliminated waiting lists”

To help us achieve this we held a Processfix workshop to focus on our current ways of engaging with members. It included a review of how we could best use our new member's database, MAPS,

to support that engagement and ensure that our members were getting linked in to the right services at that first point of contact.

What appeared to be happening in practice was that a potential member would come through the door of one of our Skylight centres, provide information on their name and needs, but then be asked to come back for a follow-up interview, at which point they would be added to a waiting list for a particular part of the service. That initial contact would take a lot of courage on their behalf, yet the data showed that, for reasons unknown, up to 60% disengaged when we were not able to link a member to support in a timely manner.

The workshop enabled us to come up with a new process which has already been implemented in our largest London Skylight. In that service, the initial results are telling us that the time taken to offer support has fallen from over 20 days to an immediate outcome. We have eliminated waiting lists for different elements of the service as a member is allocated a case worker in the right team on the day they first get in touch with us, and an appointment set up at that initial point of contact.

During the pandemic, we have adapted our services to have different access points. There have been less people in the Skylight centres, so fewer people have been seen in person. We continue to see people face-to-face where needed, but have adapted very quickly to providing support remotely through phones or online where possible; no member needs to miss out on the support we provide.

Our next step is to share the learning from the London Skylight with the other centres nationwide. It is important that each area develops its service based on local need, but we understand that our processes need to ensure that our members share a positive journey with us. This means making sure our processes work effectively and are applied consistently whether in outreach or building based services.

Following the success of the Member Journey workshop, Crisis have recently held another workshop on the restricted income fundraising process. Donors, particularly significantly donors, want the reassurance that their donations can make a tangible difference – and to do this, they want to see measurable improvements. To find out more about the work of Crisis, or to donate, please visit: www.crisis.org.uk

About us

Organisations rely on processes to get things done. Often these simply evolve over time and become inefficient ways of working. Processfix bring powerful, proven and behaviour-changing techniques to bear in a professionally facilitated environment.

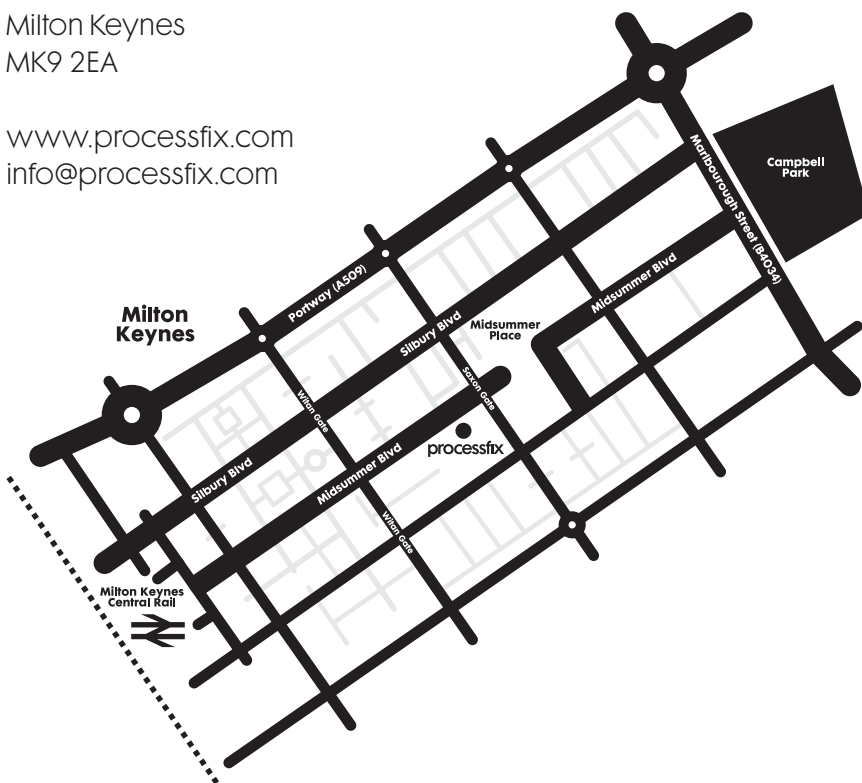
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Processfix Limited
Exchange House
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www.processfix.com
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T +44 (0) 01908 584 710
